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PEOPLES HEALTH CHAMPION DAVID ROOT
HONORED AT SAINTS GAME

Metairie, La. - The Peoples Health Champions program honored David Root, its ninth champion of 2009, on Saturday, December 19 during the New Orleans Saints game against the Dallas Cowboys. A Peoples Health Champion is someone who has done something extraordinary after the age of 65 and who proves that excellence is achieved through experience.

On March 24, 2004, at age 67, David Root restored integrity to—and faith in—the Abita Springs police department. Initially appointed to chair an investigation into allegations of pervasive corruption in the department, his success led to his appointment as interim police chief. Seven months later, he presented a revitalized department to the new chief and to the citizens of this historic town.

It would have been difficult for the mayor and residents of Abita Springs to find someone more qualified or more ideally suited for this critical assignment. Having retired to the town after a brilliant career in forensic chemistry with the U.S. Food and Drug Administration, David Root brought a unique lifetime of experience to the task.

Root's vast expertise in chemical analysis with the FDA led to his selection as an expert resource for the newly formed U.S. Drug Enforcement Administration in the 1960s. His DEA work soon expanded to undercover assignments, working in tandem with local law enforcement agencies. His law enforcement experience led to an intimate knowledge of local police force operations and procedures. Root rose in the FDA ranks to the point of overseeing research of up to 200 scientists and consulting with the governments of Canada, Mexico and El Salvador.



Root presented the town of Abita Springs with the ideal combination of excellence, experience, integrity and honor. It truly takes a lifetime to amass the expertise that enabled him to accomplish his task with such success. With his expertise backed by an unflinching drive to help his community, David Root is committed to making the world a better place.

David Root... Peoples Health Champion.

About Peoples Health Champions

In collaboration with the New Orleans Saints, the Peoples Health Champions Program honors individuals who shatter the misconception that ability diminishes after the age of 65 and, who instead, prove that excellence is achieved through experience. Nominees must be at least 65 years of age and reside in southeast Louisiana or the Mississippi Gulf Coast. More information about the program, including details on how to nominate someone as a Peoples Health Champion, can be found on the Peoples Health Web site at www.peopleshealth.com. Nominations can be submitted online, or call (877) 712-7320 for a nomination form.

About Peoples Health

Established in 1994, Peoples Health administers Medicare benefits for 42,000 southeast Louisiana residents enrolled in the Choices 65 (HMO), Choices Plus (HMO-POS), Secure Health (HMO), HealthCare Select (PPO), and Peoples Health Group Medicare (HMO-POS) health plans. More than 450 employees work at Peoples Health corporate offices in Metairie, Louisiana and a regional office in Baton Rouge. Peoples Health is accredited by URAC, a Washington, D.C. - based healthcare accrediting organization. More information about Peoples Health can be obtained by visiting www.peopleshealth.com.

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